

To: Janet Ady[jady@blm.gov]; Nikki Moore[nmoore@blm.gov]; Sally Butts[sbutts@blm.gov]
From: Wootton, Rachel
Sent: 2017-03-06T09:40:23-05:00
Importance: Normal
Subject: Re: Quick turnaround for ELT
Received: 2017-03-06T09:41:26-05:00
[Selected Stories and Information.docx](#)
[FINAL-ConnectingPeople2016-web-011717.pdf](#)

Hi Nikki, Sally, and Janet,

I pulled some of information from An Analysis of the Economic Effects of the National Conservation Lands, the report that Egan completed, and from Connecting People to Their Public Lands 2016, per Kevin's suggestion. It is attached and could be developed into talking points for the presentation.

Please let me know if there is anything else I can help with. I have also attached Connecting People to Their Public Lands 2016 because it is full of great stories and information!

Best,

Rachel

--

Rachel Wootton
Planning and Environmental Specialist
National Conservation Lands (WO-410)
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[Visit us online!](#)

On Sun, Mar 5, 2017 at 10:33 PM, Janet Ady <jady@blm.gov> wrote:

I'll be in all day tomorrow. I have a call at 9:00 and 2:00, and a mtg at 1:00.

We are also working on a FOIA request, but it's due Tuesday.

JCA

Sent from my iPhone

On Mar 5, 2017, at 5:19 PM, Sally Butts <sbutts@blm.gov> wrote:

Sounds good.

Sent from my iPhone

On Mar 5, 2017, at 4:54 PM, Nikki Moore <nmoore@blm.gov> wrote:

I think I will just come over to M street early and start working on it.
I'll let you know if I need anything! Otherwise see you at 11. Mostly
I just need to 420 examples and numbers.

Nikki Moore
Acting Deputy Assistant Director,
National Conservation Lands and Community Partnerships
Bureau of Land Management, Washington DC
202.219.3180 (office)
202.288.9114 (cell)

On Mar 5, 2017, at 4:28 PM, Sally Butts <sbutts@blm.gov> wrote:

I'll be in training tomorrow am but can review the
PowerPoint on my iPad or step out of the training as
needed. Egan's report has the \$/acre investment
statistic.

Thanks Rachel for getting this started.

Sally

Sent from my iPhone

On Mar 5, 2017, at 3:08 PM, Nikki Moore <nmoore@blm.gov> wrote:

Hi,

I had an idea that might serve us well with this presentation. Rather
than our usual style of just throwing out
stats I'd like to incorporate some bullets so
it calls out more on impact. Especially for
420- do we have any examples of kids that
we could share or a partnership that is
doing great work? Maybe one of our award
winners? It only has to be a bullet about it.
I was on the Jr Ranger and HOL sites and it
looks like we have a lot.

Also do we have any statistics where we could say National Conservation Lands provide some of the best accessible areas for the public to fish, hunt, recreate. BLM and partners like X hosted X kids and families in 2016 that may not have otherwise had that opportunity.

Also, the investment: \$/acre compared to others.

We also have to point out our challenges which I think could be upon designation visitation goes up - public expectations, safety, etc. current need is \$/acre to provide this. At current rate we would need to shut down access, opportunities, safety.

Also, infrastructure needs - we provide boat ramps, trails, visitor centers OHV areas, roads, etc that access these important areas. They need maintenance

Just some ideas ??

Nikki Moore
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On Mar 3, 2017, at 7:39 PM, Rachel Wootton <rwootton@blm.gov> wrote:

No problem! It's very interesting! I'll keep working on it tonight/tomorrow morning and see if I can get it a bit more polished.

Best,
Rachel Wootton

On Mar 3, 2017, at 6:22 PM, Nikki Moore <nmoore@blm.gov>
wrote:

Thanks so much
for getting this
started!!!

Nikki Moore
Acting Deputy Assistant Director,
National Conservation Lands and Community
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On Mar 3, 2017, at 6:16 PM, Wootton, Rachel
<[rwootton@blm.g](mailto:rwootton@blm.gov)
[ov](mailto:rwootton@blm.gov)> wrote:

Hi
Every
one,

Attached is a draft PowerPoint. I'll keep working on
it over
the
weeke
nd,
because it still needs a bit of work to summarize the
progra
ms.
Please
note
that some slides have multiple photos. You can
transit
ion
throug
h
them
when
you view the slideshow as you would when you are
presen
ting it.

Feel free to let me know what you think and I hope
we
can
pull
somet
hing

together by Monday at 12.

Thanks and have a nice weekend!

--

Rachel Wootton
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On Fri, Mar 3, 2017 at 3:56 PM, Wootton, Rachel

<[rwoot
ton@
blm.g
ov](mailto:rwootton@blm.gov)>
wrote:

Hi Nikki,

That sounds great! I left you a voicemail with
a question when you have a

minute. I've started putting something together. I'll send it to you all

this evening to see what you think.

Best,

Rachel

--

Rachel Wootton

Planning and Environmental Specialist

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<<http://www.blm.gov/programs/national-conservation-lands>>

On Fri, Mar 3, 2017 at 3:25 PM, Moore, Nikki <nmoore@blm.gov> wrote:

Great thank you! So the template they sent is the old one, so we don't

want to use the same headings or themes, rather replace them with the ones

she sent that are relevant to 400. I think
for us it would be:

1. Making America Great Through
Shared Conservation Stewardship (420)

2. Getting America Back to Work
(410 - economic stats/jobs, some of

420? hours = \$)

3. Serving the American Family (420
mostly, some of 410 - open,

unique, bring your dog stuff)

Nikki Moore

Acting Deputy Assistant Director,
National Conservation Lands and

Community Partnerships

Bureau of Land Management,
Washington D.C.

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On Fri, Mar 3, 2017 at 2:11 PM,
Wootton, Rachel
<rwootton@blm.gov> wrote:

Hi Nikki,

Yay, Friday and quick turn
around requests! Since I know a
lot of folks

are out today, I'll start drafting something up for WO-400 based on what

you've suggested and the materials we already have to see what folks think.

Could you send me the format when Lara sends it out?

I am also cc'ing Kevin in case he ends up working on this too.

Thanks everyone and have a nice weekend!

Best,

Rachel

--

Rachel Wootton

Planning and Environmental
Specialist

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<<http://www.blm.gov/programs/national-conservation-lands>>

On Fri, Mar 3, 2017 at 1:56 PM,
Moore, Nikki
<nmoore@blm.gov> wrote:

Hi,

It wouldn't be Friday
afternoon without a quick
turnaround request

right! :)

Kristin and Jerry would
like to modify the ELT
agenda next week and

instead do a powerpoint
presentation on Tuesday
on how each program fits
in

with the Secretaries
priorities. Lara will be
sending the template
shortly

along with the priorities to
use. We will need to
develop 4-6 slides for

National Conservation
Lands and Community
Partnerships. We will need
to

re-align how we talk about
our programs in the
powerpoint. The audience

will be ELT members and
new politicals.

This is what I've heard
verbally so far-

For 410 we need to
include:

How the lands provide the
best fishing, hunting,
recreation, etc.

Economic return, jobs.

Are open, accessible,
mostly free, different - for
families, you can

bring your *dog*

Photos, simple stats

For 420, we need to
highlight:

"Making Families Great" -
youth, youth, youth

Volunteers Hours = \$ =
Jobs (use some of Cindy's
valuation)

Cooperative collaboration -
partnerships (especially
with youth,

tribes, vets)

Make all these quantitative -
show the value

Should know more soon
but wanted to give you
some info to get started.

Presentations are due
*COB Monday the 6th to
the front office, so

please have them back to
me by Monday at noon* so
I have time to

review and make any
changes.

Nikki Moore

Acting Deputy Assistant
Director, National
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<WO
400
Slides
how.p
ptx>

Selected Stories from Connecting People to their Public Lands 2015

(Play) Wounded Warriors Snowmobile Their Way to Fun (Alaska)

In partnership with the Valdez Snowmachine Club, Steve Weeks and Rhonda Williams of BLM Alaska invited Wounded Warriors from Joint Base Elmendorf–Richardson to the club’s second annual poker run and a day of fun on snow machines. The event is called a “poker run” because veterans stop at five checkpoints and collect a playing card at each one. The three veterans with the best poker hands at the end receive prizes donated by the community. Local residents lent their snowmobiles, a hotel provided free lodging to the participants, and three restaurants donated meals for the event. Steve and Rhonda serve as president and secretary of the Valdez Snowmachine Club. They and others in the club helped start the poker run in 2014 because, as Steve says, “Our Wounded Warriors have given so much of themselves for the security of our nation, they deserve to have some fun and leave the stress behind, even if it is just for a day. It’s the least we can do.”

(Serve) Volunteers Remove 13 Tons of Trash from Table Mesa (Arizona)

As part of the Respected Access in Arizona campaign, more than 200 people volunteered to help clean up the BLM-administered Table Mesa Recreation Area, 40 miles north of Phoenix. They removed about 13 tons of trash, including a pile of “trigger trash,” as part of the annual springtime event. The 12,000-acre Table Mesa Recreation Area is popular with recreational target shooters, hikers, offhighway vehicle riders, campers, hunters, mountain bikers, and equestrians. Unfortunately, some who enjoy the area also mistreat it, which is why the BLM partners with Tread Lightly! (a nonprofit outdoor ethics organization) to conduct the cleanup. The event served as a teachable moment for recreational shooters about the effects of irresponsible shooting. The 1-day cleanup, which is promoted by BLM Arizona, the Arizona Game and Fish Department, and Tread Lightly!, is one part of a broader strategy to educate recreational shooters.

(Learn) Ice Fishing Prompts Warm Feelings (Montana/Dakotas)

In February, students enjoyed a day on the ice during the annual Nelson Reservoir Kids’ Ice Fishing Day in Malta. Kathy Tribby, outdoor recreation planner for the BLM HiLine District, said that the event “fits in with several state and national initiatives, such as BLM’s Take It Outside! initiative, which focuses on programs that engage children and families in outdoor activities.” Students from Whitewater School were among the kids who learned to fish on a frozen lake through the combined efforts of the BLM, U.S. Fish and Wildlife Service, Malta Chapter of Walleyes Unlimited, and Montana Fish, Wildlife and Parks. Walleyes Unlimited members taught about the more common fish species in Nelson Reservoir and how to use ice fishing gear.

(Learn) Camp Engages Latino Youth in Outdoor Fun

Over the summer, BLM Utah teamed up with Splore, an outdoor adventure organization, and Latinos In Action (LIA) to launch a successful new youth program, Camp LIA. The camp’s goal is to create exciting opportunities for urban Latino youth to discover all there is to do in Utah’s great outdoors. The summer adventure camps included rock climbing, canoeing, and a ropes challenge course. The students learned about college and career paths, natural resources, and healthy lifestyles and picked up trash at the Jordan River and Little Cottonwood Canyon sites, emphasizing the spirit of service.

**Talking Points/Stories from An Analysis of the Economic Effects of the National Conservation Lands
February 2017**

Budget: On a budget of only \$2.73 per acre, National Monuments and NCAs supported \$17 in regional economic contributions for every \$1 of federal funding. Visitors to these sites supported \$50 in regional economic activity for every acre of land managed.

Partners and Every Kid in a Park: Jupiter Inlet Lighthouse Outstanding Natural Area (JILONA) demonstrates how an urban unit with an active partnership group can help connect a community with the environment. The Loxahatchee River Historical Society, a partner group of JILONA which runs the museum and provides visitor services, put on a first-ever event called Sea Fest for Kids in February 2016. The maritime-themed fun and educational event brought nearly 4000 visitors together to learn about the history of the lighthouse and the marine life of Jupiter Inlet. Fourth graders in attendance all received Every Kid in a Park passes from BLM staff at the event. A lone area of naturalness and preserved history on the Atlantic Coast of Florida, JILONA has a very high educational and cultural value, and popular events like Sea Fest for Kids help to capture that value. Applying a \$48 per day use value of a historical site visit from the Recreation Use Values Database implies an economic use benefit of about \$190,000 for the one-day event.

Increased Tax Revenue: Rio Grande del Norte, a vast unit outside of Taos, New Mexico, saw visitation jump from 111,000 in 2012 to 166,000 in its year of designation in 2013. This nearly 50% increase in visitation helped boost Taos' Accommodations and Food Service tax revenues by a half million dollars from the previous year. Retail Trade tax revenues increased nearly 10% or \$850,000 between 2012 and 2013. Though not all necessarily attributable to the monument designation, these revenues were likely supported by the visitation boost from its designation.

Community Support and Events: Active partnerships with local organizations are highly important in garnering public interest and visitation to monuments. For example, the Las Cruces Green Chamber of Commerce helped put on a "Monuments to Main Street" event which hosted several activities on the Organ Mountains-Desert Peaks National Monument. These kinds of events directly bring people to monuments that otherwise may not have visited without the support of the local community. Thanks in part to the activism of local community members, the Las Cruces area has seen five consecutive years of tourism growth (Tourism Economics 2016). Additionally, partnerships with schools, local officials, and businesses all may help to attract visitors. National Conservation Lands units with these partnerships may be more capable of attracting visitors. Many units have partner groups included in the Conservation Lands Foundation's "Friends Grassroots Network." Groups in this network have access to grants and funding that can assist them in providing resources to improve visitor experiences on the units.

Increased Visitation: Many large conferences and events take place on National Monuments and NCAs as a result of the incredible objects and values they conserve. Red Rock Canyon National Conservation Area hosted the Mountain Gear Red Rock Rendezvous in April 2016. According to Christensen Research Company, 97% of attendees came from outside the Las Vegas area and 43% flew in for the event. The three-day event brought in an estimated \$1 million in festival-related spending to the Las Vegas economy.



Connecting People to Their Public Lands 2016

An Update on BLM Education, Interpretation, Volunteer, and Youth Employment Activities



The Bureau of Land Management's mission is to sustain the health, diversity, and productivity of America's public lands for the use and enjoyment of present and future generations.

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"Connecting People to Their Public Lands 2016" is a publication of the Bureau of Land Management's Division of Education, Interpretation, and Partnerships. Design, layout, editing, and printing services were provided by the BLM National Operations Center in Denver, CO.

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Additional copies of this publication may be obtained by calling (202) 912-7457 or by writing to:

BLM Division of Education, Interpretation, and Partnerships
1849 C Street, NW, Room 2134LM
Washington, DC 20240

To view this publication online and to obtain more information on BLM's public engagement programs, visit www.blm.gov/education.



FROM THE DIRECTOR

Young people who experience the bounty of nature at an early age will carry that passion and awe forward throughout their lives.

That's why the Bureau of Land Management launched its new Junior Ranger Program in October 2016. The Junior Ranger Program is the agency's vehicle for connecting young people to the natural world, fostering an interest in natural resource careers, and encouraging active stewardship of the land.

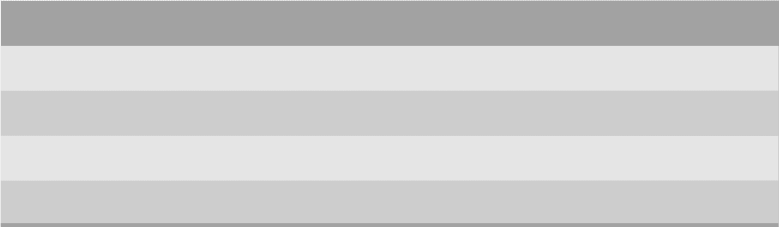
As this report demonstrates, BLM-managed lands include some of the nation's favorite places to go mountain biking, fishing, kayaking or participate in any number of other healthy recreational activities. And last year alone, our partners helped the BLM reach nearly 5 million Americans, volunteers contributed over 1 million hours of service, and more than 6,000 young people participated in work and training opportunities provided by the BLM.

The Junior Ranger Program allows us to expand these efforts and provide a clear link to public lands all across the country. We are excited to reach even more young people and to expand the already successful partnerships we have with federal, state, and private organizations as well as with local schools, teachers, and parents.

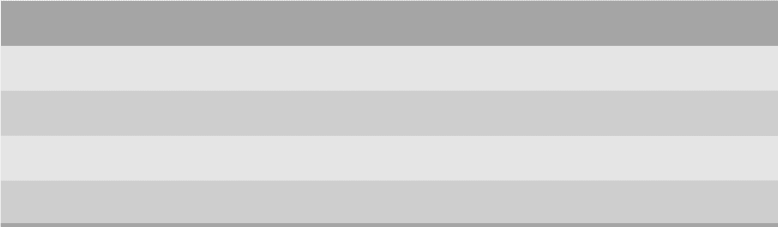
We look forward to working with you in the months and years ahead. Our goal, like yours, is to get more Americans to the public lands that they own and love.



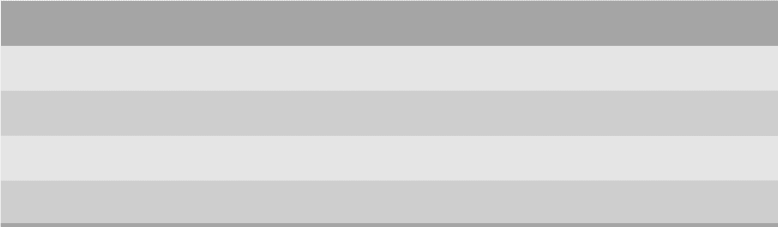
Neil Kornze



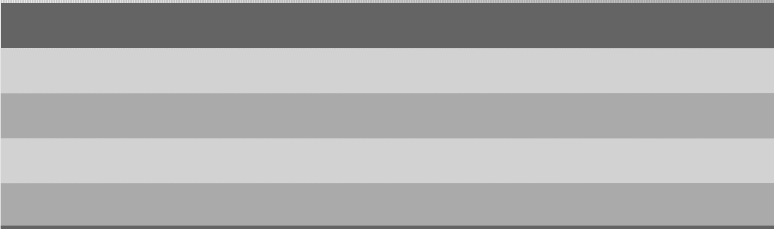




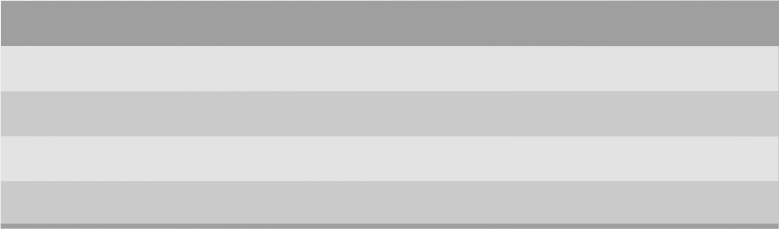




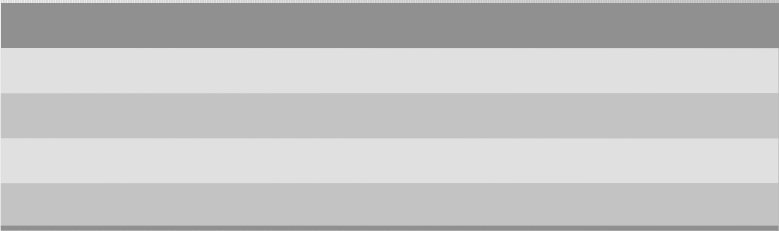




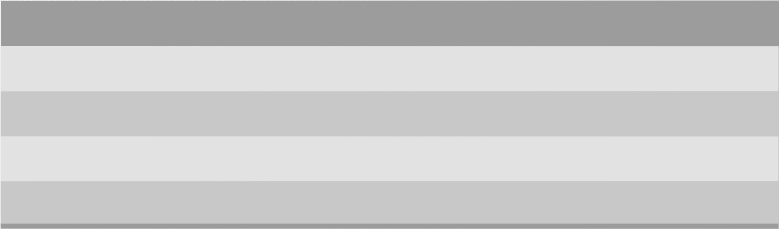








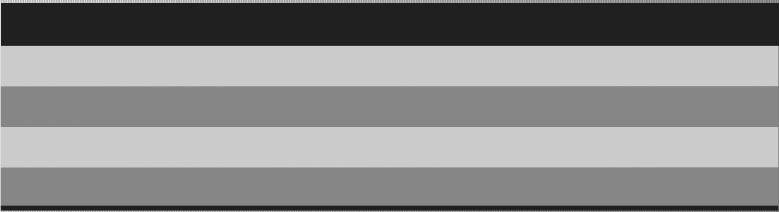




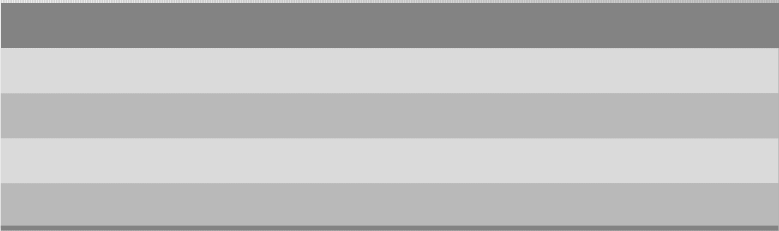














LEARN

American Indian Youth Attend Science and Culture Camps

BLM Utah and its federal and state partners hosted two Earth Connections Camps for American Indian youth during the summer, one focusing on science and the other on culture. Campers rotated among multiple stations led by American Indian educators and agency scientists. Activities included dam construction, engineering, hydrology, archaeology, history, language, and art. Youth also learned about careers in public land and water management at the day-long camps, held at Red Butte Garden in Salt Lake City and the Youth Garden in Moab.

BLM Utah teamed up with the Utah State Board of Education to create the camps. In southern Utah, Camp Kwiymuntsi welcomed Paiute youth for 4 days of fun and learning on their traditional homelands. Middle school students from five Paiute bands came together to celebrate their natural and cultural history and traditions.



SERVE

Artists in Residence Contribute to a Golden Anniversary Celebration

Central Utah artists Anne Kaferle and Charles Callis unveiled their new landscape paintings featuring the Cleveland Lloyd Dinosaur Quarry's (CLDQ's) natural beauty and unique paleontological resources.

"The landscape of the CLDQ has a quiet power," said Kaferle.

"The mechanics of erosion are very evident there, and it parallels my painting process in the cyclical way that I build and destroy, leaving visible evidence of the painting's history. Rolling, monochromatic barrenness gives way periodically to outcroppings of dramatic angularity, color, and geologic history. It's a privilege to bear witness to the beauty of this Utah treasure."

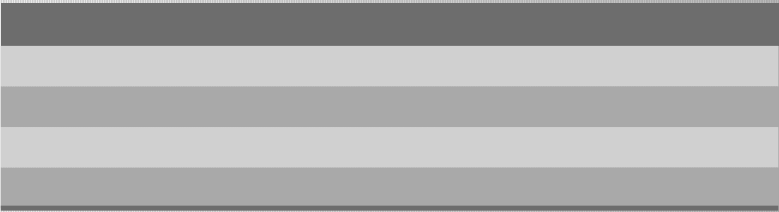


WORK

Conservation and Recreation Both Win with Trails Project

Dozens of workers gathered in the desert just outside of St. George to complete a project that will save both an endangered plant species and one of the area's most popular mountain biking trails.

Avid mountain biker Lukas Brinkerhoff notes that 90 percent of the trails in the area are on public lands managed by the BLM. "If it wasn't for BLM open space, we wouldn't have the trails we have," he said. Brinkerhoff's biking advocacy group has enjoyed a positive working relationship with BLM staff members, who keep them updated on the necessity and progress of the dwarf bearclaw poppy conservation project. Brinkerhoff supports the BLM's efforts, in turn, by sharing trail updates and trail etiquette with other riders. "Education is the best tool to try to keep people on trail and avoid constructing illegal trails," Brinkerhoff said.







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